

# Isaiah Sheppard III

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## Summary

Senior Motion Designer with 10+ years creating high-fidelity brand animations, broadcast graphics, and digital content. Skilled in Adobe Creative Suite and Cinema 4D, with expertise in establishing scalable motion workflows and automated pipelines to boost production efficiency. Proven collaborator across marketing, product, and leadership teams to deliver cohesive visual storytelling and drive audience engagement.

## CORE COMPETENCIES

- **Core Skills:** Motion Design, Brand Animation, Broadcast Graphics, Video Editing, 3d animation, UI Motion & Prototyping- , Post-Production, Visual Effects, Cross-Functional Collaboration, Stakeholder Management, Agile Workflows, Creative Leadership, Remote Team Leadership, Product Animation
- **Technical Skills:** Adobe Suite, 3D Software, AI Tools
- **Motion & Video:** After Effects, Premiere Pro, Cinema 4D, Audition
- **Design:** Adobe Photoshop, Illustrator, Figma
- **UX/UI Design:** UX/UI, Wireframing, Hi-Fi Mockups, Prototyping
- **Collaboration:** Slack, Jira, Monday.com, Zoom
- **Techniques:** Green Screen Keying, Compositing, Motion Tracking, Visual Effects

## Experience

### Sports Animation Entertainment, LLC.

Nov 2024 - Present

#### Motion Graphics Consultant

- Provide remote guidance on animation workflows and motion design best practices using the Adobe Suite and AI tools to streamline production
- Develop product animation concepts and visual directions that improve production efficiency and creative output
- Review and refine motion assets, storyboards, and pitch decks using 3D software to elevate presentation quality and brand consistency

### Viking Muay Thai

Nov 2024 - Present

#### Lead UX designer

- Led a full website redesign to support rebranding and standalone business launch
- Created wireframes, high-fidelity mockups, and interactive prototypes in Figma
- Integrated third-party platforms to improve usability, performance, and customer access
- Collaborated with stakeholders to ensure cohesive visual identity and user-centered design decisions

### Ian Ryan Interactive

Oct 2025 - Oct 2025

#### Freelance Video Editor

- Edited videos for display on video walls at the AAHKS 2025 conference, enhancing visual engagement.
- Utilized green screen keying techniques to create dynamic and professional video content.
- Collaborated with conference organizers to ensure alignment with event themes and objectives.

### TCGplayer (an eBay company)

Nov 2021 - Nov 2024

#### Senior Multimedia Designer

- Led the Multimedia Department remotely, establishing scalable workflows that improved delivery speed and team alignment
- Designed branded motion ads and video content for paid social, YouTube, and marketing campaigns
- Produced and edited multiple video series, increasing audience engagement and brand visibility
- Partnered cross-functionally with marketing, product, and leadership to align multimedia strategy with business goals
- Utilized Adobe Creative Suite to deliver high-quality motion graphics, videos, and visual assets

### The Big Ten Network

Sep 2012 - Nov 2021

#### Motion Graphic Designer

- Created broadcast graphics, show openers, and animations for live and recorded network programming
- Collaborated with producers, editors, and creative leadership under tight broadcast deadlines
- Managed department objectives during Art Director absences, maintaining production continuity
- Ensured strict adherence to brand guidelines across schools and network properties
- Designed motion graphics using After Effects, Photoshop, Illustrator, and Cinema 4D

## ADDITIONAL EXPERIENCE (SELECTED)

2010 - 2012

#### Freelance Motion Graphic Designer & Video Editor

- Delivered motion graphics, VFX, and edited video content for film, broadcast, corporate, and educational clients
- Specialized in compositing, green screen keying, 3D animation, and post-production workflows

#### Multimedia & VFX Roles- Hollywood Request, Lakeshore Management, Brookwood Pictures, Abbott Labs/PPD

- Produced motion graphics, visual effects, and video campaigns across documentary, corporate, and independent film projects

## Education

### The Illinois Institute of Art Chicago | Bachelors, Fine Art

Chicago, IL

### College of DuPage | Associate, Fine Arts

## Certifications

- Google UX Design Professional Certificate (v2)